

# XML Authoring and Content Management

Quark® XML Author™ with Microsoft® SharePoint®

## BENEFITS

### Easy XML Authoring

Increase user acceptance and reduce the learning curve with an out-of-the-box solution designed specifically for use with the Microsoft Office Suite. The solution adds XML capabilities to Microsoft Word, hiding XML complexities from users while letting them gain the benefits of XML authoring.

### Integration with SharePoint

Manage document components and track document status using Microsoft SharePoint, eliminating the need to implement expensive content management systems across the enterprise.

### Automatic Document Publishing

Quark Publishing System® automatically assembles information components for different audiences and publishes the resulting documents automatically to print, Web, and other formats.

### Improved Competitiveness

By automating the process and letting your people focus on work that adds the most value, you can deliver more timely and accurate information. Better information quality will contribute to improved customer satisfaction and retention.

### Collaborate Effectively, Speed Time-to-Market

Let multiple authors work on different components of documents at the same time, reducing project timelines. Bring subject matter experts into the publishing process so that they can contribute content directly.

## Dynamic Publishing Core Capabilities

Dynamic publishing helps you to produce more accurate and timely information while streamlining your publishing processes. To deliver these improvements, dynamic publishing systems rely on three core capabilities:

1. Authoring information in XML
2. Managing XML documents and document components in a content management system
3. Automating the assembly of XML content to publish to multiple audiences and media types

In the past, implementations of such systems have required big budgets, specialised skills, and long implementation times. The steep costs and complexities have limited adoption to only those who could afford it and endure a long implementation process.

Now, through Quark XML Author integration with Microsoft SharePoint, you can build a dynamic publishing system with much less complexity and investment, reaping its benefits across your entire organisation.

## Quark XML Author with SharePoint

By integrating Quark XML Author with Microsoft SharePoint, you give your XML authors access to the most broadly adopted content management system in the world, with over 100 million users.

The key capabilities of this integration include:

#### ■ Centralised repository:

Instead of leaving your vital business information on individual desktops and laptops, SharePoint lets you store everything — including your XML documents — in a central location so that your information remains secure and available.

■ **Access control:** SharePoint lets you control who can view and change documents, which allows you to manage access to your information and protect it from unauthorised changes.

■ **Version control:** You can be sure that everyone is working with the latest version of each document thanks to SharePoint's version control capabilities, and that previous versions are available in case you need to roll back changes.

**By using Quark XML Author with Microsoft SharePoint, you can create a collaborative publishing process to connect contributors across your organisation through a single system.**

■ **Project management:** You can check resource availability, assign tasks, share calendars, and monitor project status.

■ **Communications:** SharePoint offers powerful features to check your colleagues' availability and communicate with them, whether via instant messaging, e-mail, or phone.

■ **Enterprise deployment:** You can deploy SharePoint across your entire organisation to support the functions of every department, and let everyone collaborate through one system.

■ **Other SharePoint features:** Microsoft Office integration, Web content management, blogs, wikis, business intelligence, search, easy set-up tools.

## Why XML?

XML offers two significant efficiencies to the publishing process. First, XML provides the consistent document format that automated publishing requires. While Quark dynamic publishing software can import content in other formats, such as native Word documents, inconsistencies in those documents may require correction before automated processing. But with an XML front end like Quark XML Author, Word users can create consistent documents that flow through without intervention.

A second advantage of XML is that it frees authors from spending time on page layout and design. By focusing on creating content and leaving the document formatting to downstream processes, authors can be twice as productive.

## Quark XML Author

Quark XML Author is an add-in to Microsoft Word that lets authors create XML without learning XML's technical complexity.

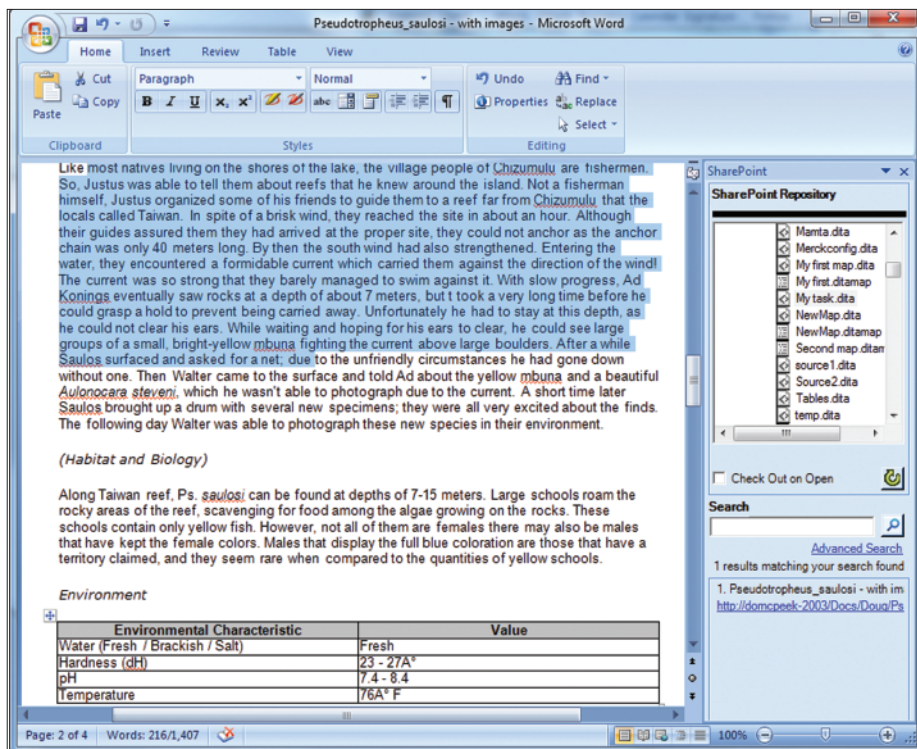
It remains invisible until you try to create or edit an XML file. At that point, Quark XML Author modifies Word's user interface for XML editing. While many Word functions operate normally, others change in subtle ways to ensure that you are creating correct XML.

Microsoft looks to partners such as Quark to enhance Word's built-in XML capabilities. Quark XML Author allows users to create XML text and tables directly in XML, using either an industry standard such as DITA or a custom tag set.

## A Complete Dynamic Publishing Solution

### Quark XML Author with Quark Publishing System and Microsoft SharePoint

By combining Quark XML Author with Quark Publishing System (and, optionally, Microsoft SharePoint), you can create a complete



Without leaving Word, users of Quark XML Author can access Microsoft SharePoint directly from the task pane and browse, search, and check out documents from a SharePoint document library. When reusing a component of another document, a user can request to be notified by e-mail if the content of that component changes in a subsequent version.

dynamic publishing system that improves the quality of your communications and reduces your overall publishing costs.

This enables:

- **Efficient authoring:** Quark XML Author lets your writers focus on creating content, relieving them from page layout and formatting to reduce their work by one-third to one-half.
- **Automated cross-media publishing:** Quark Publishing System can apply publishing templates to XML content and generate publications in print, Web, and digital formats.
- **Personalisation:** with Quark XML Author, you can designate the audience for each element of information. At publishing time, Quark Publishing System uses this audience information to produce audience-specific versions of your publications.

## Why Quark?

- Quark is where professional design meets automated cross-media publishing. Only Quark offers the combination of easy XML authoring in Microsoft Word and, through Quark Publishing System, automated publishing of richly-designed documents to print, Web, and digital.
- Quark XML Author meets the needs of IT staff for XML document quality, while giving end users simple usability to create intelligent XML documents. In contrast to niche applications, Quark XML Author allows users to create XML documents that conform to any schema or DTD.
- Quark is a Microsoft Certified Gold Partner and member of the Office 14 Developer Advisory Council.

For more information  
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